

BULLETIN

of the
MAHONING COUNTY
MEDICAL SOCIETY

Volume LIV

NOVEMBER, 1984

Number 8



CAREER ASSETS PROTECTION Policy

The 'Cap' For Your
Professional Liability
Coverage

**Ideal in light of
recent court rulings
on Ohio's statute of
limitations.**

Career Assets Protection
is a unique new form of
professional liability
insurance offered only
by PICO.

The concept is simple:
your past protection is up-
dated to meet the needs
of today's economic
environment.

If you had low limits of
liability in the past; if you
were not covered for a
period of time; if you were
under an employer's self
insured plan; you need
Career Assets Protection.

This retroactive, one-
premium policy provides
protection of \$1 million (or
more) as excess coverage
over your previous policies,
or as primary coverage if
you did not have insurance.
Coverage is effective now
and dates back to the
beginning of your medical
practice. It is equally
appropriate for individual
physicians and for medical
corporations.

Of course, you may not be
faced with a large claim
from the past. But if you
are, you almost surely will
need Career Assets
Protection. It's the "cap" for
your professional liability
coverage. From PICO.



PHYSICIANS INSURANCE COMPANY OF OHIO
1-800-282-7515



Retroactive Professional Liability Coverage Now Available

*Career assets protection

For:

- **Physicians whose past coverage may be inadequate** if claims are reported in today's economic environment.

This includes:

- Physicians covered at one time by an institution or corporation. The coverage provided then may be insufficient now.
- Retiring physicians, who wish to make sure enough coverage exists for past claims.
- Physicians covered in the past under a plan of self-insurance, where protection is uncertain today.
- Physicians who may have carried lower limits than they really wanted, or may even have gone "bare," due to the cost and availability of insurance.
- **Corporations who want to purchase additional coverage** for a formerly employed physician, or for corporate liability arising out of past incidents.
- **Physicians who are concerned** about the impact of recent court rulings on the statute of limitations.

The Gluck Insurance Agency

2901 Market St.
P.O. Box 2726
Yo., OH 44507

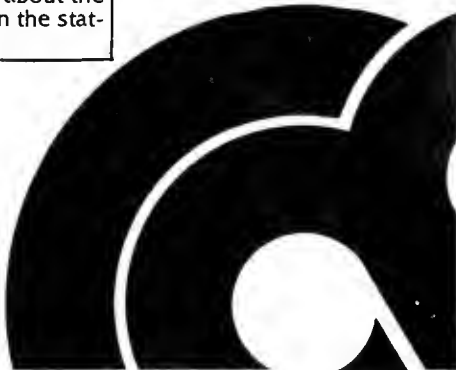
Telephone:
(216) 788-6577

or

Toll Free in Ohio
1-800-362-6577



PHYSICIANS INSURANCE
COMPANY OF OHIO



LESTER'S

- PHYSICIAN SUPPLIES
- HOSPITAL SUPPLIES
- PRESCRIPTIONS

We offer

- Prompt courteous service—Free Delivery
- Complete Stocks
- Fair Price
- Literature—New Product Information
- Complete colostomy supply service

If we can be of service—

PLEASE CALL

264 Federal Plaza West
744-4111

Office Supplies
Business Furniture
Data Supplies



DeBALD & CO., INC.

FOR PROMPT SERVICE PHONE 746-0597

1300 Wick Ave. • P.O. Box 6085 • Youngstown, OH 44501

YOUNGSTOWN LIMB CO., INC.

The latest in upper and lower prosthetics
and accessories.

CERTIFIED: AMERICAN BOARD OF CERTIFICATION

Rehabilitation of amputees since 1918

14 S. Meridian Rd. • Youngstown, Ohio 44509

792-2561 — Phones — 792-4684

Officers and Council

Officers

G. J. BAUMBLATT, *President*
 J. A. RUIZ, *Vice President*
 P. J. MAHAR, *Immediate Past President*
 K. F. WIENEKE, *Secretary*
 A. Z. RABINOWITZ, *Treasurer*

Delegates

J. J. ANDERSON
 J. C. MELNICK
 C. E. PICHETTE
 W.E. SOVIK
 K. F. WIENEKE

Council

T. N. DETESCO
 A. DiDOMENICO
 S. D. GROSSMAN
 M. I. JACOBSON
 D. H. LEVY
 R. AIELLO
 D. R. DOCKRY
 M. C. GALOSE
 J. G. GUJU
 J. W. TANDATNICK

Alternate Delegates

D. J. DALLIS
 J. A. LAMBERT
 D. E. PICHETTE
 A. G. BITONTE
 H. S. WANG

Representative to Blue Cross of Eastern Ohio: W. E. Savik
 Executive Director: Robert B. Blake

1984 - MAHONING COUNTY MEDICAL SOCIETY MEETINGS - 1984

Tuesday	Tuesday	Tuesday	Tuesday	Tuesday	Tuesday
Jan. 17	Mar. 20	May 15	Sept. 18	Nov. 20	Dec. 18

Table of Contents

NOVEMBER, 1984

From The Desk Of The President	198
The Reputations Of Honorable Men	199
Proceedings of Council	203
From The <i>Bulletin</i> : 50, 40, 30, 20, 10 Years Ago....	206
CME At St. Elizabeth Hospital	207
Birthdays	208
Items From The Exec's Desk	209

Advertiser List

Barrett Cadillac	209	Medical Protective Insurance	212
Blue Shield	214	O. S. M. A.	194
Callos-McCreary & Associates	211	Physicians' Medical Imaging	208
Callos Home Medical Equipment....	213	Patient Care Center	204
DeBald & Co. Inc.	196	Spath & Zimmerman	213
Gluck Agency	195	Stillson & Donahay	202
Lester's	196	Sonostics Corporation	210
Mahoning National Bank	212	Visiting Nurses	202
Medical Dental Bureau	216	Youngstown Limb Company	196

From the Desk of the President



SOMETHING FOR NOTHING

It is human nature to want something for nothing. A good example is the state lotteries, especially when the stakes are high and people do not want to be left out of a chance at huge winnings.

The politicians can give away the peoples' money in an effort to buy votes and, of course, promise almost everyone anything. Politicians use the elderly to push socialized medicine and votes. Something for nothing!

Somebody has to pay the piper or people will have to be excluded from proper care in a health care system.

Until now, we have had the greatest health care system in the world, especially with respect to access and emergency care. Renal-failure patients are kept alive and eventually given a new kidney, when possible. In socialized medicine countries, angina is treated mainly with drugs because catheterization and bypass procedures cost much money and facilities are limited. In socialistic countries, the doctor is too busy to give preventative care because his list of patients and daily visits is too great. He also may not follow up and coordinate hospital care.

Here, the doctors - - who represent only one-fifth of the "health industry" - - are the whipping boys.

Socialized countries generally socialize everything, including most industry and incomes. Population control is in force because people cannot afford to raise large families. There are not enough jobs for the children when they are grown. People are allowed to "die with dignity" without treatment when they are old.

Our working citizen can only support so many of the non-working population and government bureaucrats. Resources will become limited as our hospitals close under the strangulation of regulation.

The elderly in our country should be working for improved medical care and not less.

The English system has been great at convincing the sick and the elderly that the best care and technology is not necessary for them.

We certainly do not want the elderly of this country to be forced out of the medical care system by a system of cost emphasis that does not have any regard for need or quality of medical care.

Glenn J. Baumbblatt, M.D.



BULLETIN

of the Mahoning County Medical Society

Published Monthly for and by the Members

1005 Belmont Ave.
Youngstown, Ohio 44504
Phone 747-4956

Not published in May,
July and August.

Volume LIV

NOVEMBER, 1984

®  10

Number 8

The opinions and conclusions expressed herein do not necessarily represent the views of the Editorial staff nor the official views of the Mahoning County Medical Society.

EDITOR

S. K. MISHR, M.D.

EDITOR EMERITUS

James L. Fisher, M.D.

MANAGING EDITOR

Robert B. Blake

EDITORIAL STAFF

Robert R. Fisher, M.D.

John C. Melnick, M.D.

James A. Lambert, M.D.

Jack Schreiber, M.D.

Editorial

THE REPUTATIONS OF HONORABLE MEN

by Dr. John K. Layle Jr., Editor

Greater Kansas City Medical Bulletin

(Continued from October *Bulletin*)

Malign the Motives

Another technique occasionally used by media to smear the reputations of honorable men is to attack their assumed hidden motives and private thought processes. That device allows a considerable economy of effort since the reporter can avoid the tedium of actually making interviews and obtaining documentation and he need not risk embarrassment by revealing the ethereal sources of his "information." Motive mind reading only requires that the reader have faith in the psychoanalytic, telepathic or intuitive powers of the newsmen.

In an editorial October 16, 1983 "Physicians Err in Blue Cross Votes" the *Kansas City Business Journal* called the Jackson County Medical Society's decision to stop sending official representatives to Blue Shield "pigheaded" and "deplorable." The *Business Journal* implied that the Society's action would somehow adversely affect cost containment and that the Society's expressed concerns about threatened quality of health care were insincere. What, according to the *Business Journal*, was really in the Society's mind?

"We all know of course, what actions Blue Cross and Blue Shield took to irritate the physicians' society. The health insurer said in the future it would not reimburse debt retirement for construction of space for new hospital beds — a charge that now adds about \$25 a day to the average hospital bill."

As an ex-officio member (but non-participant), I personally observed the Society's deliberations. I did not see or hear what the *Business Journal* claimed. I, therefore, seriously doubt that "we all know" what the *Business Journal* claims "we all know." My perception, based upon firsthand observation as well as discussion with participants and a portion of their constituency and also with some physician-officials at Blue Cross-Shield, is that many other facts totally unmentioned by the *Business Journal* were much more influential in the doctors' decision:

- First, it should be remembered that official changes, already enacted by the Blues, in composition of the Blues board will prevent continued official representation by the Medical Society *even if the Medical Society wanted to continue it.*
- Second, no evidence has been presented that past official representation has made Blue Cross-Shield less costly or that stopping Medical Society representation will make it more costly.
- Third, doctor-representation on the Blues' board has, in the past, actually been blamed for excessive Blues cost. It has been called an "incestuous" relationship and called "the foxes guarding the chickens."
- Fourth, I have heard several physicians say: "We don't send official representatives to other health insurance companies such as BMA, Prudential or Aetna. Why continue to send them to Blue Cross which has simply evolved into another insurance company?"
- Fifth, the doctor-representatives themselves claim they have little or no influence on the actions of the Blues nowadays anyway.
- Sixth, the original partnership between docs, hospitals and public has long since disappeared from the Blues, as physicians have been progressively pushed out of the organization and a cold, occasionally hostile adversarial relationship has developed.
- Seventh, official representation lends the Medical Society's good name, reputation and implied endorsement to an organization which it cannot control or influence. Yet physicians take much of the blame for excessive costs generated by the Blues actuarial ineptitude, organizational inefficiency and overly exuberant marketing practices and would in the future take the blame for the deterioration in quality which many perceive will be the ultimate result of present Blues practices.

Thus, as I saw it, the Medical Society's action was viewed by itself as simply a ratification of an already established reality and a recognition of a pending inevitability. The Society left the Blues not with a bang or even a whimper but a brief sigh. "We" do not "all know" all of the reasons because they are very complex and are perceived differently by each of the participants. But I know this much. The Society's deliberations, as I saw them, were thoughtful, mature and responsible. They cannot reasonably be called "deplorable" because they have no demonstrable negative effect and they cannot by any reasonable measure be called "pigheaded"—certainly not on the basis of the imaginative scenario and simplistic logic exhibited by the *Business Journal*.

Is Honor Important?

One might of course argue that such character slurs have not really hurt doctors much—"sticks and stones may break my bones etc." So, perhaps we shouldn't be so thinskinny. A person's or a profession's sense of honor, one might claim, is hardly worth getting upset about. Concern about one's honor, some would assert, is reminiscent of the ridiculous posturing and misplaced values of bygone days when people fought duels and tattooed "death before dishonor" across their chests and spouted Victorian slogans like "I regret that I have but one life to give . . ." on their way to the gallows. But I continue to believe that a sense of honor is important, especially in the practice of medicine.

Perhaps the best case *against* a concern about one's honor was made by that paragon of pusillanimity, Falstaff in *King Henry IV*, in a dialogue with himself in which he convinced himself that honor was not a sufficient reason to join the fight for King and Country:

"Honor pricks me on. Yea, but how if honor prick me off when I come on— how then? Can honor set to a leg?"

No.
 Or an arm?
 No.
 Or take away the grief of a wound?
 No.
 Honor hath no skill in surgery, then?
 No.
 What is honor?
 A word.
 What is that word, honor?
 Air.
 A trim reckoning! Who hath it?
 He that died o'Wednesday.
 Doth he feel it?
 No.
 Doth he hear it?
 No.
 It is insensible then?
 Yea, to the dead.
 But will it not live with the living?
 No. Why?
 Detraction will not suffer it.
 Therefore I'll none of it."

—Shakespeare

But the Bard put the counter-argument in the mouth of Iago in Othello, an argument which newsmen and physicians should not ignore:

"Who steals my purse steals trash; 'tis something, nothing.
 'Twas mine, 'tis his, and has been slave to thousands;
 But he that filches from me my good name
 Robs me of that which not enriches him,
 And makes me poor indeed."

—Shakespeare

When the media because of bias, malice, ignorance or sloth (but excepting the purpose of fighting fire with fire as I have done here), presents one-sided evidence implying dishonorable behavior by innocent citizens and then knowingly refuses to present new and true information which refutes, modifies or places those slurs in more appropriate and favorable perspective, it abuses a position of advantage given it by our forefathers in the first constitutional amendment. While we do not recommend the stern remedies proposed by Benjamin Franklin, we do hope the media will try to improve itself; not because of intimidation, regulation or coercion but as a matter of honor.

In the words of a famous newsman:

"Honor is simply the morality of superior men."

—H. L. Mencken, *Smart Set*,
 Oct. 19, '19.

BIBLIOGRAPHY

1. Franklin, Benjamin, a 1789 essay on the proper means of controlling the liberty of the press, reprinted in "American Political Writing During the Founding Era, 1760-1805" (Liberty Press, 1983) quoted in "Notable and Quotable," *Wall Street Journal*, Dec. 28, 1983.
2. *Time*, Dec. 12, 1983.
3. Carter, Jimmy, press conference May, 1978.

Reprinted, with permission from the February 1984 issue of the Greater Kansas City Medical Bulletin of the Jackson County Medical Society, Kansas City, Missouri.

We've Been Making House Calls To Your Patients Since 1904!



Happy Birthday, V. N. A.

Skilled Nursing Care
Home Health Aides
Physical Therapy
Speech Pathology
Occupational Therapy
Respiratory Therapy
Medical Social Worker
Male Orderly
Laboratory Services
Nutrition Services
Medical Supplies

**The Visiting Nurse Association
Of the Greater Youngstown Area**

518 East Indianola Avenue

(216) 782-5606
A United Way Agency

YOUNGSTOWN, OHIO 44502
Medicare Approved

NLN Accredited

In this very impersonal world, it's good to find

Person-to-Person Attention...

a professional commitment to you, a physician. It begins with understanding your needs and securing the best protection available. It's our personal way of handling claims in our office. We've been "Person-to-Person Persons" for physicians for over a half-century.

ENDORSED:
MAHONING
COUNTY
MEDICAL
SOCIETY

LIFE • DISABILITY & OTHER
HEALTH INSURANCE



Bank One Bldg. • P.O. Box 5200 • Poland, Ohio 44514 • (216) 757-3726

PROCEEDINGS OF COUNCIL**October 9, 1984**

The regular meeting of the Council of the Mahoning County Medical Society was held Tuesday, October 9, 1984 at the Youngstown Club.

The meeting was called to order at 7:30 p.m. by Dr. Ruiz, vice president. The minutes of the June meeting, having been read, were approved. There were no minutes for the September meeting because it was cancelled.

The treasurer's report included the bill list for the summer months and the month of September, a membership report for 1984 showing six members who have not paid 1984 dues, and a nine month financial report. A motion was made, seconded and passed to pay each bill on the bill lists.

The following applications were presented for membership:

ASSOCIATE:	Louis P. Brine Jr., M.D.	Joseph Vidal, M.D.
	Lester R. Melnick, D.O.	Salem C. El-Hayek, M.D.
	William W. Tullner, M.D.	Renato F. Simon, M.D.
	Alan J. Cropp, M.D.	Paul W. Weiss, D.O.
	Madeline M. Miller, M.D.	

The applications were approved. The applicants will become members of the Mahoning County Medical Society, in the voted category, 15 days after the printing of the names in the minutes of the October meeting of Council that are mailed to all members, unless an objection is filed in writing with the executive director before that time.

COMMUNICATIONS included:

A request to consider subsidizing a program series on Channel 45/49 at a cost of \$2,024. The request was referred to the public relations committee for study and a report at the next meeting of Council.

A letter from PROCARE regarding the need for a larger facility and a request for inquiries and suggestions.

A letter concerning the setting of medical fees by insurance companies. It was noted the matter is being addressed at the OSMA level, where greater impact can be brought to bear.

A letter from a member of the Society revealing that a Peer Review System used by the United Food and Commercial Workers has denied payment of one day of patient hospitalization, deeming it unnecessary. It was noted that cases like this will eventually be the subject of a court case. The OSMA staff is looking at the situation at the state level. It was suggested that physicians apprise their patients of the possibility that an insurance carrier will deny payment, so they will not be surprised when billed for the difference.

A letter from Connecticut General Insurance Company about its preadmission-certification/continuing-stay review.

The need to provide information to public concerning the physician's need to practice medicine without interference by non-medical third parties was brought up at this point, with a suggestion a list be compiled of physicians who will agree to speak at any time and present the physicians' viewpoint on the current rage of cost-cutting movements.

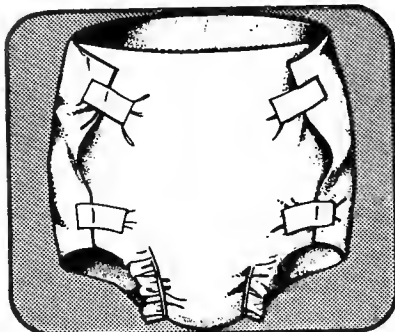
A notice of the meeting of the AMA Hospital Medical Staff Section in Honolulu from November 29 through December 3.

Other communications included a sample letter to be sent by physicians to their Medicare patients; a listing of the criteria for dues exemption in AMA for 1986; notice of the appointment of a physician to the staff at the Eastside Medical Center.

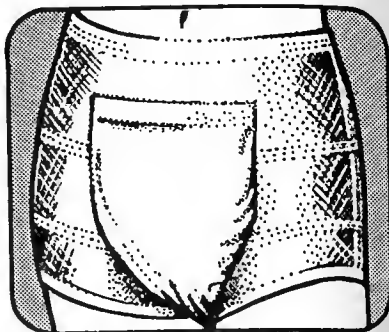
A meeting of the nominating committee was announced for October 16 at St. Elizabeth Hospital with Dr. Baumblatt and Dr. Mahar Jr., as co-chairmen. Other members of the committee are Dr. R. Jenkins, Dr. S. Chiasson, Dr. C. Klodell, Dr. S. Goldberg.

FOR ADULT BLADDER CONTROL PROBLEMS

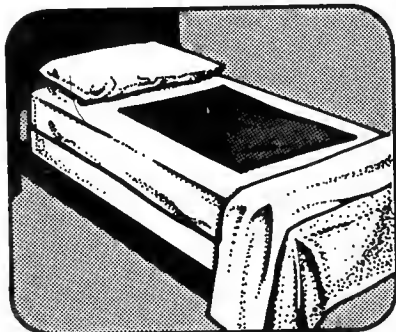
*A total system of products assuring dryness,
comfort, security and dignity*



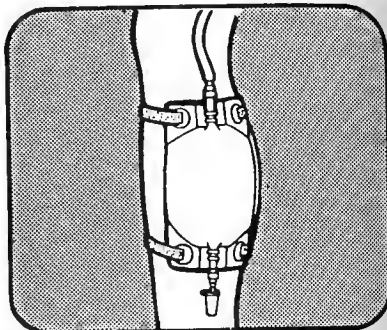
Disposable briefs with double tape tabs. All sizes.



Washable stretch-mesh briefs with disposable liners. All sizes.



Disposable Chux underpads for nighttime use or bedridden patients. Sizes 17 x 24 and 23 x 36.



Male slip-on catheter with extension tubing and leg bag. Nighttime bed bag system also available.

**patient
care center**
medical equipment
& supplies

1821 BELMONT AVE/746-8871

The Medical Assistants Dinner was announced for Oct. 11 at Mr. Anthony's on South Avenue, with a good turnout expected.

The executive director presented a report on two meetings he attended. One was held July 24 in Columbus and hosted executives from Societies throughout the state of Ohio, as well as members of the OSMA staff. The second meeting was the annual American Association of Medical Society Executives held in Boston, August 15-18. Both meetings covered a number of areas of importance to the continuation of the practice of medicine and gave previews of what can be expected in the future from government, competition, and regulation.

Sixth District Councilor Dr. Anderson reported on the combined Sixth and Seventh OSMA District meeting in East Liverpool on Sept. 26 that covered much of the State and National legislative climate. He announced that Herb Gillen of OSMA has been named to replace the retiring executive director, Hart Page. He also noted that Rebecca Doll, head of publications and communications, and Lou Saslaw, OMERF director, at OSMA have resigned. Dr. Anderson noted the AMA has filed a lawsuit seeking an injunction to overturn the recent Medicare regulations. He stated any physician who wishes can get his fee profile from Nationwide (the Medicare agent), and from Blue Shield and he suggested each physician do so. He stated that Dr. Joseph Sudi-mack of Trumbull County is running for Secy-Treasurer of OSMA next year and four physicians will run for president-elect.

Dr. Sovik reported, as a member of the legislative committee, on the proposed nursing legislation, on the Williams/Trafficant debate in which Trafficant favored socialized medicine and Williams opposed, and on the resurrection of Health Systems Agencies in Ohio.

ANNOUNCEMENTS included:

An Alzheimer's Seminar at South Side Hospital at 7 p.m. October 30th.

The next meeting of Council at the Youngstown Club at 6:30 p.m., November 13.

A program on "Cosmetic Plastic Surgery" at the November 20, 1984 meeting of the Society being held at The Moonraker on Rt. 224.

The Joseph Paul and Mary Collins Harvey Memorial Lecturer will be Thomas Killip, M.D. of Beth Israel Hospital, New York. He will speak at 4 p.m. Wednesday, Oct. 31 at the School of Medicine in Rootstown, followed by a wine and cheese reception. He will repeat his lecture at 8 a.m. Thursday, November 1 in Hitchcock Auditorium, South Side Hospital, and will attend case presentations at St. Elizabeth Hospital from 12 noon to 3 p.m. on Thursday.

The meeting adjourned at 9:25 p.m.

Robert B. Blake
Executive Director

AUXILIARY SPONSORS AMA - ERF

The Auxiliary is once again sponsoring the Sharing Card Project to raise funds for the American Medical Association Education and Research Foundation (AMA - ERF). When you make a contribution to this worthy project, your name will be included in the holiday greeting sent to all Society members and their families. This is a convenient way to convey your holiday wishes to your fellow colleagues and their families as well as make a donation to the medical school of your choice. Your donation is tax deductible.

Please be on the lookout for the flyer you will be receiving with your next meeting notice. We hope that you will choose to complete the flyer and be a part of this Holiday Sharing Card Project. Thank you.

From the Bulletin

FIFTY YEARS AGO — NOVEMBER 1934

The great Depression was on and the going was hard but we were getting insured after three years of it. Physicians working in the Baby Welfare Stations presented a resolution to Council urging that 1) the stations should be conducted for well babies and 2) no therapy of illness should be practiced there and 3) attendance should be limited to families with an income of not more than \$75.

That was \$75.00 a month, not a week. Anything over \$75.00 was above subsistence level. If you didn't live through the Depression you "never seen nuthin'".

FORTY YEARS AGO — NOVEMBER 1944

Penicillin was released by the War Production Board in limited amounts for civilian practice. It was recommended for sulfonamide-resistant pneumonia, gonorrhea, meningitis, syphilis and bacterial endocarditis. The dose recommended was 40,000 to 50,000 units a day but in serious infections 100,000 to 200,000 units might be necessary. The only form available was the crystalline in vials to be diluted in sterile water, kept refrigerated and made fresh every day.

Doctors in the Armed Services had been using Penicillin since 1942. Note the low dosage.

At the annual golf tournament, prizes were won by George McKelvey, Elmer Wenaas and Paul Harvey.

Fred Schellhase was in New Guinea with the 5th Air Force. Sidney Keyes was promoted to Captain. Al Brandt was on the sick list.

THIRTY YEARS AGO — NOVEMBER 1954

Penicillin was plentiful and everyone with a cold was getting a shot. The spirochaetes were in full flight but the sensitivities were building up and a day of reckoning was coming.

Pat Cestone became a fellow of the American College of Surgeons. Robert A. Jenkins opened an office in Poland for the practice of Medicine. Bernard Schneider moved into his new medical building in Hubbard. Robert Foster opened his office at 420 Oak Hill for the practice of Orthopedic Surgery.

TWENTY YEARS AGO — NOVEMBER 1964

President Schreiber wrote: "As doctors we have two primary obligations. One is to our patients - - to be the best doctors we can be. The other is to our country - - to be the best patriots we can be. The two are intertwined. We cannot long have one without the other."

Howard Rempes had a very interesting historical article about Dr. Charles Fowler who was one of the founders of our Medical Society. In the Civil War he was captured and confined in Libby prison in Richmond. Any history buff should get this issue and read about him.

Richard Murray's sculpture of Orpheus and the Furies was installed on the lawn in front of the Medart Building at 2125 Glenwood. It was carved from Carrera marble imported from Italy and still graces the scene there.

TEN YEARS AGO — NOVEMBER 1974

The debate over participation in government controlled PSRO was reaching a climax. The OSMA went on record as refusing to become involved in PSRO and suggested that its members do as their conscience dictated. The 6th District Committee appointed by 6th District Director, Dr. Ed Pichette, was directed to develop guide lines for the formation of NON-GOVERNMENT peer review committees by the County Medical Societies.

President Dr. John Melnick promptly appointed an "ad hoc" peer review study committee: with Dr. Jas. Anderson as Chairman, with plans to develop a physician-sponsored PSRO, independent of the government Profession Standards Review Section of P.L. 92-603.

In the meantime, Editor Dr. Lou Bloomberg quoted some remarks made by Senator Bennett as reported in "Medical Economics" for September, 1974. Senator Bennett's observations: "non-compliance is a lost cause . . . comply and be reviewed by your colleagues . . . or have review done by outsiders." It would seem that the issue was dead and our fate was sealed in spite of all of our posturing and protesting.

Two more members were lost by death: Dr. William H. Charlebois, Orthopedic Surgeon, died of a massive Coronary Thrombosis on November 23. He was only 51 years old. Also Dr. Julius Nemeth, a practicing Psychiatrist, died on the same day, also of a Coronary Thrombosis. He was 64.

Robert R. Fisher, M.D.

CME AT ST. ELIZABETH HOSPITAL

FAMILY MEDICINE GRAND ROUNDS

Nov. 16, ENDOCRINOLOGY, "Type 2 Diabetes Mellitus: Pathogenesis and Management." Thomas G. Skillman, M.D., Professor Emeritus of Medicine, Ohio State University.

Nov. 23, NO PROGRAM SCHEDULED FOR THIS DATE.

Nov. 30, CARDIOLOGY, "The Acutely Ischemic Myocardium." Leon Resnekov, M.D., Professor of Medicine, University of Chicago School of Medicine.

Dec. 7, NEUROLOGY, "Management of Spasticity." Christopher F. Terrence, M.D., Associate Professor of Neurology, University of Pittsburgh School of Medicine.

Dec. 14, MEDICAL ETHICS, "Ordinary vs. Extraordinary Treatment: A reassessment of an Old Concept." H. Tristram Engelhardt, M.D., Ph.D., Professor of Department of Medicine and Community Medicine, Baylor College of Medicine, Houston, Texas.

POINSETTIA PROJECT

The Mahoning County Medical Society Auxiliary is conducting its second annual poinsettia fund-raising project this year. The plants will be sold in two sizes, a standard four to six bloom plant for \$7 and an eight to twelve bloom plant for \$12. Orders have to be placed by November 23. Delivery will be Dec. 6, 7 and 8. Persons wishing to place an order may call Florence Wang (758-3761) or Dolly Handel (758-7697).

BOARDMAN HEARING AID SERVICES

6251 Market Street • Marwood Office Center
Youngstown, Ohio 44512

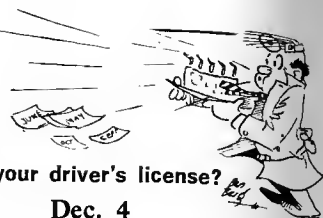
- Service Available Six Days Weekly
- Trial Fittings
- At the Door Parking

E. R. JONES

PHONE: 758-7345

O. L. CLUSE

HAPPY BIRTHDAY



Get your annual check-up • Is it time to renew your driver's license?

Nov. 16

S. M. Kalavsky
F. J. Kocab

Nov. 17

M. H. Drucker
J. J. Turner

Nov. 18

H. N. Bennett
F. R. D'Amato
A. T. Deramo

Nov. 19

L. E. Slusher

Nov. 22

G. D. Fry
S. E. Willis

Nov. 23

E. U. Sevilla

Nov. 25

T. Firdaus
V. Holonko
G. J. Nigam

Nov. 26

R. W. Colla
R. R. Rich
S. V. Squicquero

Nov. 27

R. V. Bruchs

Nov. 28

H. C. Rempes

Nov. 30

S. E. Tochtenhagen

Dec. 1

D. R. Bernat

Dec. 3

C. F. Wagner

Dec. 4

C. A. Hixson
H. J. W. Marsella

Dec. 9

Y. Amorn
J. R. Mikolich

Dec. 10

H. L. Shorr

Dec. 12

P. P. Zafirides
A. P. Mirasol

Dec. 13

R. N. Goldberg
E. A. Shorten

Dec. 14

J. L. Solana

Dec. 15

S. G. Adornato
F. G. Kravec

Physicians' Medical Imaging Center, Inc.

550 Parmalee Ave.

Tel. (216) 746-1231

FOR ALL YOUR X-RAYS

- Plain X-Rays
- Digital Subtraction (DSA) Angiography
- Computerized Tomography (Cat Scans)

WE OFFER

- Prompt, Courteous, Personalized Service
- Reliability
- Experience

Support Private Practice

Avoid Institutional Delays

OPERATED by and for COMMUNITY-BASED CLINICIANS



ITEMS

From the Exec's Desk

ROBERT B. BLAKE, Executive Director

All of a sudden, November 20th is an important date for two of the area's top organizations. The Mahoning County Medical Society will meet at The Moonraker and hear the Society's plastic surgeons tell and show about cosmetic plastic surgery. We hope this will appeal to the physicians AND their spouses because it is a fascinating topic and sometimes very much misunderstood.

On the same date, November 20th, the Youngstown Area Chamber of Commerce will hold its Anniversary Banquet at Mr. Anthony's and will feature Edward R. Annis, M.D., as the speaker. His topic, "Health Care Costs — Is There A Solution?"

We hope for a good turnout at the Medical Society's meeting and would like to see all our members there. We know that many of our members will not be there. Maybe, just maybe, they will be at the C of C dinner. We are also having nomination of officers and council members. There is a fine chance that physicians who are not at our meeting *may be nominated* for something. It can happen that way!

* * * * *

The gloom-sayers of society point with alarm to the fact that about 10.5 percent of the Gross National Product (GNP) is used by the medical/health care system. However, the National Center for Health Statistics has just released a report indicating the life expectancy for Americans is at an all-time high (74.2 years) and the age-adjusted death rate is at an all-time low (862.4 deaths for every 100,000 population). These figures are for 1981, the latest year for which detailed statistics are available. We must be doing *something* right!

* * * * *

Robert E. Holcomb, the director of OSMA's Department of Marketing and Field Services who gave us that great talk on marketing at a recent meeting, has given up his post with OSMA and accepted the position of executive vice president with Physicians Administrative Corporation of Ohio (PACO). Bob Holcomb has a lot of years of service with OSMA and, in his position, was a source of assistance and information for all the Societies. A good man who has gone on to better things with our good wishes.

BARRETT CADILLAC OFFERS

• Most Complete Line of Luxury Cars • Most Convenient Service

Barrett Cadillac offers America's broadest line of luxury automobiles—Cimarrons, DeVilles, Fleetwoods, Eldorados and Sevilles—coupled with a central location handy to area hospitals for all your service needs.

Visit soon or phone to have a Barrett representative call on you at your convenience.

The Value-Added Dealer



BARRETT CADILLAC INC.

907 WICK AVE., YOUNGSTOWN, OH / PHONE 747-3521

SONOSTICS SONOSTICS SONOSTICS

MOBILE DIAGNOSTIC ULTRA SOUND HOLTER MONITORS AUDIOMETRY SPIROMETRY

* * *

All tests performed in your office for the convenience of your patients.

Increase your patient care services and increase practice revenue by sharing overhead expenses.

No investment in capital equipment or technical personnel and no contracts to sign.

Call us collect for details.



SONOSTICS CORPORATION

216-526-9566

3201 EAST ROYALTON ROAD

CLEVELAND, OHIO 44147

Callos, McCreary Temporaries, Inc.

If You're Temporarily Shorthanded . . .

We've Got The People You Need!

Whether it be vacation, illness, seasonal increases, projects or anytime you need an extra hand to help out during unexpected work loads

Let Callos - McCreary Temporaries Work For You.

We offer a Complete range of services that includes:

- | | |
|---------------------|----------------------|
| ★ OFFICE - CLERICAL | ★ RECORDS MANAGEMENT |
| ★ DATA PROCESSING | ★ WORD PROCESSING |
| ★ BOOKKEEPERS | ★ NURSES |

Suite 1200 - Bank One Building

Youngstown, Ohio 44503

(216) 747-9266

National
Personnel
Associates

AN INTERNATIONAL
• RECRUITING NETWORK

Callos, McCreary and Associates

NATIONAL MEDICAL RECRUITERS

WHO DOES A PROFESSIONAL TURN TO WHEN A PROFESSIONAL HAS PRIORITIES, ETC.

—Who does a professional turn to when a professional has priorities and prerequisites? We're professionals with 20+ years experience in placing physicians and 35 medical offices nationwide. We work within the parameters you establish. Let us serve your professional needs. Send C. V. or call:

CALLOS - MCCREARY AND ASSOCIATES

Suite 1200 Bank One Building

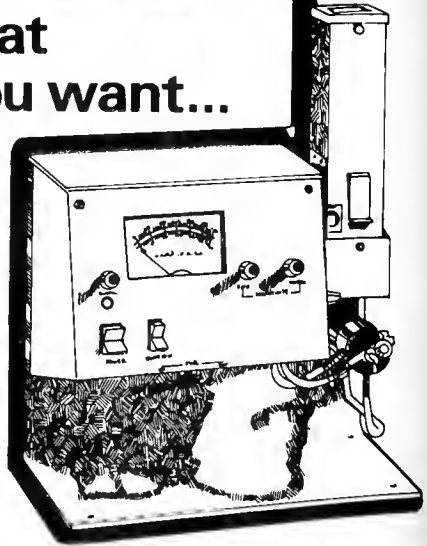
Youngstown, Ohio 44503

(216) 747-9266

**You know what
equipment you want...**

***We're here
to see
you get it!***

For professional
financial service, call
Mr. Richard E. Davis,
vice president
at 742-7000



MAHONING BANK

...your family financial center

Member F.D.I.C.

1912

MEDICAL PROTECTIVE COMPANY

FORT WAYNE, INDIANA



**FOR
PROFESSIONAL
PROTECTION
EXCLUSIVELY**

YOUR FIRST STEP TO FIRST QUALITY PROTECTION

CONTACT FIELD REPRESENTATIVES

STUART MITCHELSON

Suite 106, 23360 Chagrin Boulevard

Beachwood 44122

(216) 464-9950



HOME MEDICAL EQUIPMENT CO.



COMMODES



WALKERS



PATIENT LIFTS



OXYGEN



WHEEL CHAIRS



HOSPITAL BEDS

FIRST IN HOME HEALTH

YOUNGSTOWN

(216) 545-0596

SHARON

(412) 346-5454

WARREN

(216) 369-3658

NEW CASTLE

(412) 656-7517

300 NORTH STATE STREET • GIRARD, OHIO

Professional Protection

By Ohio's Most Experienced Agents

Now is the time to bring your present coverage up to date. Let us review your current policy and update it with higher limits at the lowest available rates. We offer primary and excess coverage up to \$10,000,000.



SPATH & ZIMMERMANN

Agency, Inc.

Suite 305, Independence Tower, 5755 Granger Road, Independence, Ohio 44131

For experience, service and higher limits, call:

Arthur C. Spath, Jr.

216/351-0270

Robert A. Zimmermann

Serving Northern Ohio Doctors For Over 20 Years

ADVANCE PLAN®

The symbol more than 3 million people are looking for

Join the overwhelming majority of Ohio medical professionals who are working to make health care more affordable for 3 million Blue Cross and Blue Shield subscribers.

These physicians and other health care providers have voluntarily joined ADVANCE Plan, helping to save subscribers millions of dollars since the program began. They are demonstrating their commitment to fee-for-service medicine, ensuring its future as an affordable and viable means of delivering health care.

ADVANCE Plan is a plus for our customers, for our subscribers, for health care providers and for us. If you would like more information about the benefits of ADVANCE Plan, contact your local Professional Relations office or call, toll-free, 1-800-282-1016.



Blue Shield
Ohio Medical Indemnity Mutual Corp

Classified Advertising

POSITION WANTED

Degreed R.N. seeking position in doctor's office. Years of experience which includes emergency, medical, psychiatry, infectious diseases, supervision. Recent completion of fifty-one hours in Theory and Clinical in Health and Physical Assessments.

755-7023

FOR SALE BY OWNER

Mill Creek area overlooking Lake Newport. 4 bedroom contemporary, executive home. Reasonably priced.

Phone 788-4778.

FOR SALE

Used furniture for sale. Reception room, examination room and weighing scales. Phone 726-0126. Stf.

NOTICE

Limited space available in new medical office building on Parmalee Avenue. Suites will be completed to tenant's specifications. Occupancy scheduled for October/November 1984. Contact Dr. Pesa/Gilliland/Kohli, if interested. Stf.

SPACE AVAILABLE

BOCA Professional Building, 860 Boardman - Canfield Road. 1600-2100 sq. ft. office space available. Ramp placed, if necessary. Phone 758-0543. S3t

FARM FOR SALE

500 acres including mineral rights, timber, oil, gas, and coal. Excellent for hunting. Includes two farm houses and all out-buildings. Can be turned into two working farms. Location 300 miles south of Youngstown in West Virginia. Asking \$275,000. If interested call Dr. J. S. Gregori, 759-3547.

FOR SALE

Liberty Township. 4 to 5 wooded acres with stream; has to be seen to be appreciated. Terms negotiable. Reply to 2927 Youngstown Rd. S.E., Warren, Ohio 44484. 6tj.

OFFICE SPACE

Professional Office space available Oct. 1, 1984. Approximately 800 square feet. Keylen Building, Gypsy Lane, near North Side Hospital. Ph. 744-1184. Ot 2

PROFESSIONAL OFFICE SPACE

Ford Park Medi-Center, corner of Ford & Park Avenue, Youngstown, Ohio. One block from St. Elizabeth Hospital Medical Center. 1128 sq. ft. of office space. CONTACT: Orthopaedic Associates of Youngstown, Inc., 333 Park Avenue, Youngstown, Ohio 44504, 746-8895. Attention: Tom Friedman.

OFFICE SPACE AVAILABLE

1261 square feet

Consultation room, private office, 4 examining rooms, 1 multi-purpose room, 1 common waiting room. Can be divided into 884 and 377 sq. ft.

Austintown Professional Building

5600 Mahoning Avenue

Youngstown, Ohio 44515

799-9059 — Austintown Prof. Bldg.

792-5955 — J. E. Might, M.D.

799-3493 — U. H. Boening, M.D.

REAL ESTATE

Sharp 3-bedroom ranch in Logan Arms. Ideal for executive and physicians. Large wooded lot, professionally landscaped. Owner relocating and must sell. Will finance to qualified buyer at 10%. Contact 759-7964



PHYSICIANS

The Air Force can make you an attractive offer — outstanding compensation, regular working hours plus opportunities for professional development. You can have a challenging practice AND time to spend with your family. Find out what the Air Force offers specialists up to age 58. Contact:

CALL COLLECT
(216) 928-8720



Your Communication And Business Center

TELEPHONE ANSWERING
RADIO PAGING
MOBILE AND PORTABLE TELEPHONES
COLLECTIONS

Medical-Dental Bureau, Inc.

275 FEDERAL PLAZA WEST
YOUNGSTOWN, OHIO 44503

744-4513

Lois Moss, Manager